



**KELLER, RUBINSTEIN & JACOBS Advertising** 275 Broadhollow Rd. Melville, N.Y. 11747 ☐ 516-293-9595

Sheldon E. Keller  
Eleanor I. Rubinstein  
Richard L. Rubinstein  
Steven R. Jacobs

For: Astrocade, Inc.  
6460 Busch Blvd., Suite 215  
Columbus, OH 43229

#### ASTROCADE, INC

#### BACKGROUNDER

Astrocade, Inc. is a privately-held company formed in August 1980 as Astrovision, Inc. It was renamed Astrocade in April 1982 to improve product and company name recognition. Headquartered in Columbus, Ohio, the company manufactures and markets the Astrocade video game (previously the "Astro Professional Arcade" and before that the "Bally Professional Arcade") under a license from Bally Manufacturing Company.

Astrocade products also include a line of video game cartridges, the ZGRASS-100 personal computer add-on, introduced at Summer Consumer Electronics Show 1982, and the UV-1 computer graphic system. All Astrocade products are designed and manufactured in the U.S., with Production facilities located in Iowa, California and at other U.S.

-more-

locations through contracts with six electronics companies. In March 1982, Astrocade named Nitron, Inc. a publicly-held company based in Cupertino, California, and a leading semiconductor product supplier to major aerospace companies, as a major supplier. Nitron expects to ship \$32 million in video games and cartridges to Astrocade in the rest of 1982 and about \$76 million during 1983.

Astrocade products are distributed throughout the U.S., Puerto Rico, Venezuela, Canada, and The Virgin Islands. They will be distributed in 20 foreign countries by the end of 1982.

Astrocade sales for 1981 exceeded \$10 million, up from \$1 million in 1980. The company projects sales of over \$100 million for 1982. Astrocade is running a \$12 million TV and print advertising campaign during 1982, with TV spots in 40 major markets in the U.S.

The controlling stockholders of Astrocade are the directors of the company, Ray George, vice-president, marketing, and Roger Greenman, chief executive officer.

# # #